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4 A METHOD FOR PROVIDING DISCOUNT INCENTIVES TO POTENTIAL
5 CUSTOMERS WHO WISH TO MAKE AN IMMEDIATE PURCHASE
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8 ABSTRACT OF THE INVENTION
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10 A method for substantially instant electronic generation of volume discount coupons
11 based on projected total dollar amounts consumers are planning to spend at a
12 particular retailer or group of retailers within a specified time. The method produces an
13 unspecified-product discount coupon representing a consumer's intention to purchase
14 a minimum dollar amount of goods or services from a specific retailer or group of
15 retailers within a limited period of time. In a preferred embodiment of the invention, the
16 method comprises the steps of making available an electronic internet tool that permits
17 consumers to negotiate a volume discount with selected retailers by matching various
18 previously arranged retailer discount amounts and conditions with consumer discount
19 requests; providing notification of the final match conditions to both the consumer and
20 to the selected retailers; tracking and supplying historical and regional discount
21 information to retailers regarding cost effective consumer incentive patterns; and
22 creating and linking custom maps providing directions to the local retailers for whom
23 coupons have been generated.
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